

## Message Text

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72

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/067 W

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R 182100Z DEC 73

FM AMCONSUL GUAYAQUIL

TO SECSTATE WASHDC 2983

INFO AMEMBASSY QUITO

UNCLAS GUAYAQUIL 1338

E.O. 11652: NA

TAGS: BEXP, EC

SUBJ: COMMERCIAL PRESENCE FAIR

REF: STATE 243170; A-9254

1. POST WOULD LIKE TO URGE INCLUSION IN SUBJECT PROGRAM OF GUAY-AQUIL INTERNATIONAL FAIR, A BIENNAI EVENT LAST HELD EARLIER T\*IS YEAR. \*AIR IS A GENERAL INDUSTRIASL-PRODUCTS EXHIBITION WHICH TAKES PLACE IN PERMANENT EXHIBIT HALLS LOCATED ON ATTRACTIVE SITE OUTSIDE GUAYAQUIL SUBURB OF DURAN.

2. AT MOST RECENT FAIR THERE WERE NATIONAL PAVILIONS BY SPAIN, ARGENTINE, BRAZIL, PERU, COLOMBIA AND VENEZUELA. US WAS (AS IN TWO PREVIOUS EDITIONS OF FAIR) CONSPICUOUS BY ITS ABSENCE FROM A MARKET WHERE US PRODUCTS HAVE TRADITIONALLY ENJOYED WIDE ACCEPTANCE BUT WHICH HAVE SUCCESSIVELY BEEN CROWDED BY WESTERN EUROPEAN, JAPANESE AND NOW, LATIN AMERICAN PRODUCERS.

3. WE ARE IN PROCESS OF PREPARING ANALYTIC REPORT ON RESULTS OF OCTOBER 1-15 EXHIBIT, AND THIS SHOULD BE COMPLETED DURING COMING MONTH AS FINAL DATA BECOMES AVAILABLE. PRELIMINARY INDICATIONS ARE THAT SALES-TO-EXPENSES RATION AND TOTAL SALES IN ABSOLUTE TERMS WILL PROVE HIGHLY FAVORABLE FOR MOST EXHIBITORS. IF THIS IMPRESSION PROVES OUT, FAIR MAY WELL OFFER SUFFICIENT COMM-UNCLASSIFIED

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ERCIAL ATTRACTIVENESS TO JUSTIFY US PARTICIPATION ON THAT

BASIS ALONE, ESPECIALLY IN VIEW OF RECENT SHARP GENERAL UP-SURGE IN ECUADOREAN IMPORTS SPARKED BY NEW-FOUND OIL REVENUES.

4. WE ARE AWARE THAT NEXT EDITION OF FAIR, EXPECTED TO TAKE PLACE EARLY FALL 1975, PUTS IT BEYOND END OF 1975 FISCAL YEAR. HOWEVER, SCHEDULE OF SERVICES TO BE PROVIDED BY COMMERCE, AS DETAILED REF AIRGRAM, SUGGESTS LIKELIHOOD THAT SOME FY 1974 RESOURCES WOULD HAVE TO BE ALLOCATED IN SUPPORT OF US PARTICIPATION IN FAIR IF THIS DECIDED UPON.

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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